

Adopted: July 2003 , Revised: _____**Class Title: Manager of Cruise Operations & Marketing****BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Manages cruise operations for the City of Norfolk. Markets and promotes the Commonwealth and City to the cruise industry.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	M	Manages cruise operations including directing operations team, cruise ship/line officials, site security, United States Coast Guard, city parking and shore excursions providers to facilitate overall operations.
2	S	Markets and promotes the Commonwealth and City to the cruise industry to attract and retain passenger vessel business; attends cruise industry meetings, trade shows and conferences.
3	S	Creates statewide and community partnerships and awareness; fosters awareness and involvement by conducting presentations, creating marketing materials and meeting with individuals, businesses and stakeholders.
4	S	Maintains media and public relations including updating the website, calendars, schedule and other cruise-related material; informs local media of updates; communicates with trade publications concerning cruise program.

Adopted: July 2003 , Revised: _____**CLASS REQUIREMENTS:**

CLASS REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Five years experience in passenger vessel transportation, customer relations or a related field.
Certifications and Other Requirements	Valid Driver's License.
Reading	Work requires the ability to read correspondence, news media, professional journals, memos, and policies.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write letters, presentations, reports, memorandum, and general correspondence.
Managerial	Managerial responsibilities include logistics associated with cruise calls.
Budget Responsibility	Research for documents, compiles data for computer entry, and/or enters or oversees data entry and has responsibility for monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than bureau size.
Supervisory / Organizational Control	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Complexity	Work requires analysis and judgment in accomplishing diversified duties. Work requires the exercise of independent thinking within the limits of policies, standards, and precedents.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. In addition, works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required of the employee. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

Adopted: **July 2003** , Revised: _____**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	Light X	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
--	--	--	--	----------------------------

This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	O	Standing during presentations and on pier during cruise calls
Sitting	F	Computer, desk work, answering telephone, meetings, driving
Walking	O	Speaking engagements, presentations, inter-office, to/from meetings
Lifting	O	Tables, chairs, luggage, stanchions, etc during cruise calls
Carrying	O	Tables, chairs, stanchions, tenting equipment, etc.
Pushing/Pulling	O	Luggage carts and wheelchairs
Reaching	O	Embarkation equipment, phone
Handling	O	Handling equipment during cruise visits
Fine Dexterity	O	Computer keyboard, calculator, writing
Kneeling	N	
Crouching	N	
Crawling	N	
Bending	O	Luggage, equipment
Twisting	N	
Climbing	N	
Balancing	N	
Vision	C	Computer, desk work, filing, reading, trade shows, meetings, presentations
Hearing	C	Telephone, co-workers, general public, staff, trade shows, presentations, meetings
Talking	C	Telephone, co-workers, general public, staff, trade shows, presentations, meetings
Foot Controls	R	Driving
Other (specify)	N	

Adopted: **July 2003** , Revised: _____**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Computer, laser or inkjet printer, copy machine, fax machine, telephone, Standard Microsoft Windows and Office software

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
-----------	-------------------------------	--------------------------------	----------------	-----------

HEALTH AND SAFETY		ENVIRONMENTAL FACTORS		PRIMARY WORK LOCATION	
Mechanical Hazards	N	Dirt and Dust	S	Office Environment	X
Chemical Hazards	N	Extreme Temperatures	S	Warehouse	--
Electrical Hazards	N	Noise and Vibration	N	Shop	--
Fire Hazards	N	Fumes and Odors	N	Vehicle	--
Explosives	N	Wetness/Humidity	S	Outdoors	--
Communicable Diseases	N	Darkness or Poor Lighting	N	Other (see 2 below)	X
Physical Danger or Abuse	N				
Other (see 1 below)	N				

(1)

(2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
--	--	--	--	----------------------------

NON-PHYSICAL DEMANDS	
Time Pressures	O
Emergency Situations	R
Frequent Change of Tasks	O
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 3 below)	N

(3)